

Clerk of the House of Representatives  
Legislative Resource Center  
B-106 Cannon Building  
Washington, DC 20515

<http://lobbyingdisclosure.house.gov>

Secretary of the Senate  
Office of Public Records  
232 Hart Building  
Washington, DC 20510

<http://www.senate.gov/lobby>

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ☒ Organization/Lobbying Firm ☐ Self Employed Individual

**PEPSICO, INC**

2. Address ☐ Check if different than previously reported

Address1 **700 ANDERSON HILL ROAD** Address2

City **PURCHASE** State **NY** Zip Code **10577** - Country **USA**

3. Principal place of business (if different than line 2)

City State Zip Code - Country

4a. Contact Name

**Elizabeth Avery**

b. Telephone Number

☐ International Number

(202) 567-2932

c. E-mail

**elizabeth.avery@pepsico.com**

5. Senate ID#

**31202-12**

7. Client Name

☒ Self

☐ Check if client is a state or local government or instrumentality

**PEPSICO, INC**

6. House ID#

**309800000**

### TYPE OF REPORT

8. Year **2011** Q1 (1/1 - 3/31) ☐ Q2 (4/1 - 6/30) ☐ Q3 (7/1-9/30) ☒ Q4 (10/1 - 12/31) ☐

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ Termination Date 11. No Lobbying Issue Activity ☐

### INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13

#### 12. Lobbying

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$5,000 ☐

\$5,000 or more ☐ \$

Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

#### 13. Organizations

**EXPENSE** relating to lobbying activities for this reporting period were:

Less than \$5,000 ☐

\$5,000 or more ☒ \$ **\$750,000.00**

#### 14. REPORTING

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Signature

Filed Electronically

Date

10/20/2011

Printed Name and Title **Elizabeth Avery, Vice President, Global Public Policy & Govt Affairs**

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

TAX

TAXATION/INTERNAL REVENUE CODE

(one per page)

16. Specific lobbying issues

Biofuels policy generally; Sullivan and Flake Amendments to H.R. 1; Coburn Amendment to S. 493; S. 520, Volumetric Ethanol Excise Tax Credit Repeal Act, proposed legislation re same; international and domestic corporate tax reform (generally, no specific legislation)

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Treasury - Dept of

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                                 |
|------------|-----------|--------|---|-------------------------------------|
| Elizabeth  | Avery     |        |   | <input type="checkbox"/>            |
| Omar       | Vargas    |        |   | <input type="checkbox"/>            |
| Paul       | Boykas    |        |   | <input type="checkbox"/>            |
| Diego      | Ruiz      |        | Executive Director, SEC                   | <input checked="" type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title

Elizabeth Avery, Vice President, Global Public Policy & Govt Affairs

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15. General issue area code

CPT

COPYRIGHT/PATENT/TRADEMARK

(one per page)

16. Specific lobbying issues

S. 23, America Invents Act of 2011 (entire bill), H.R. 1249, America Invents Act of 2011 (entire bill); NatGas Act of 2011, H.R. 1380 and legislative proposals re same.

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                      |
|------------|-----------|--------|---|--------------------------|
| Omar       | Vargas    |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |

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15. General issue area code

AGR

AGRICULTURE

(one per page)

16. Specific lobbying issues

Childhood Obesity (generally, no specific legislation); food and beverage labeling (generally, no specific legislation); marketing and advertising issues in response to Interagency Working Group on Food Marketed to Children; restrictions on use of supplemental nutrition assistance program (no specific legislation); Implementation of S. 3307-healthy, Hunger-Free Kids Act of 2010; Biofuels policy generally and Volumetric Ethanol Excise Tax Credit Repeal Act; deritvative end-user requirements, generally.

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Executive Office of the President (EOP), Federal Trade Commission (FTC), Food & Drug Administration (FDA), Health & Human Services - Dept of (HHS), Agriculture - Dept of (USDA)

18. Name of each individual who acted as a lobbyist in this issue area

| First Name  | Last Name | Suffix | Covered Official Position (if applicable)     | New                                 |
|-------------|-----------|--------|---|-------------------------------------|
| Elizabeth   | Avery     |        |   | <input type="checkbox"/>            |
| Omar        | Vargas    |        |   | <input type="checkbox"/>            |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senator Edward Kennedy      | <input type="checkbox"/>            |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senate Immigration Subcomte | <input type="checkbox"/>            |
| Paul        | Boykas    |        |   | <input checked="" type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/>            |
|             |           |        |   | <input type="checkbox"/>            |
|             |           |        |   | <input type="checkbox"/>            |
|             |           |        |   | <input type="checkbox"/>            |

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15. General issue area code

HCR

HEALTH ISSUES

(one per page)

16. Specific lobbying issues

Non-communicable diseases, generally no specific legislation

17. House(s) of Congress and Federal agencies ☐ Check if None

Health & Human Services - Dept of (HHS)

18. Name of each individual who acted as a lobbyist in this issue area

| First Name  | Last Name | Suffix | Covered Official Position (if applicable)     | New                      |
|-------------|-----------|--------|---|--------------------------|
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senator Edward Kennedy      | <input type="checkbox"/> |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senate Immigration Subcomte | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |

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Printed Name and Title Elizabeth Avery, Vice President, Global Public Policy & Govt Affairs

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15. General issue area code

ENG

ENERGY/NUCLEAR

(one per page)

16. Specific lobbying issues

NatGas Act of 2011, H.R. 1380 and legislative proposals re same

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                      |
|------------|-----------|--------|---|--------------------------|
| Omar       | Vargas    |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |

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15. General issue area code

ENV

ENVIRONMENT/SUPERFUND

(one per page)

16. Specific lobbying issues

Enviromental sustainability, recycling issues generally, no specific legislation

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                      |
|------------|-----------|--------|---|--------------------------|
| Paul       | Boykas    |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |

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Printed Name and Title Elizabeth Avery, Vice President, Global Public Policy & Govt Affairs

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15. General issue area code

FIN

FINANCIAL INSTITUTIONS/INVESTMENTS/SECURITIES

(one per page)

16. Specific lobbying issues

Corporate Governance issues generally, no specific legislation

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                                 |
|------------|-----------|--------|---|-------------------------------------|
| Diego      | Ruiz      |        | Executive Director, SEC                   | <input checked="" type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |
|            |           |        |   | <input type="checkbox"/>            |

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Printed Name and Title Elizabeth Avery, Vice President, Global Public Policy & Govt Affairs



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15. General issue area code

ADV

ADVERTISING

(one per page)

16. Specific lobbying issues

Marketing and advertising issues in response to Interagency Working Group on Food Marketed to Children.

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Agriculture - Dept of (USDA), Federal Trade Commission (FTC), Food & Drug Administration (FDA), Health & Human Services - Dept of (HHS)

18. Name of each individual who acted as a lobbyist in this issue area

| First Name  | Last Name | Suffix | Covered Official Position (if applicable)     | New                      |
|-------------|-----------|--------|---|--------------------------|
| Elizabeth   | Avery     |        |   | <input type="checkbox"/> |
| Omar        | Vargas    |        |   | <input type="checkbox"/> |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senator Edward Kennedy      | <input type="checkbox"/> |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senate Immigration Subcomte | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |

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15. General issue area code

TRD

TRADE (DOMESTIC/FOREIGN)

(one per page)

16. Specific lobbying issues

WTO Accession and PNTR for Russia; Market reform and investment rights issues in Uzbekistan

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Commerce - Dept of (DOC), Natl Security Council (NSC), State - Dept of (DOS), U.S. Trade Representative (USTR)

18. Name of each individual who acted as a lobbyist in this issue area

| First Name | Last Name | Suffix | Covered Official Position (if applicable) | New                      |
|------------|-----------|--------|---|--------------------------|
| Omar       | Vargas    |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
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|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |
|            |           |        |   | <input type="checkbox"/> |

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Printed Name and Title

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15. General issue area code

CSP

CONSUMER ISSUES/SAFETY/PRODUCTS

(one per page)

16. Specific lobbying issues

Privacy and data security issues; S. 1152 Personal Data Privacy and Security Act; S. 1535 Personal Data and Breach Accountability Act of 2011; H.R. 611, Building Effective Strategies to Promote Responsibility Accountability Choice Transparency Innovation Consumer Expectations and Safeguards Act (BEST PRACTICES ACT); H.R. 654, Do Not Track Me Online Act; H.R. 1528 Consumer Privacy Protection Act of 2011; H.R. 2577 Safe Data Act; S. 799 Commercial Privacy Bill of Rights Act of 2011.

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

| First Name  | Last Name | Suffix | Covered Official Position (if applicable)     | New                      |
|-------------|-----------|--------|---|--------------------------|
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senator Edward Kennedy      | <input type="checkbox"/> |
| Julia-Feliz | Sessoms   |        | Legislative Aide, Senate Immigration Subcomte | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |
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|             |           |        |   | <input type="checkbox"/> |
|             |           |        |   | <input type="checkbox"/> |

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Printed Name and Title

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